

**ORDER**

**Orders**  
**Order / Rev:** 499880  
**Alt Order #:**  
**Product Desc:** 10/24-11/5  
**Estimate:** 573  
**Flight Dates:** 10/24/12 - 11/05/12  
**Original Date / Rev:** 10/23/12 / 10/23/12  
**Order Type:** GENERAL

**CBS5**

**Primary AE:** House KPHO Local House KPHO Local  
**Sales Office:** KPHO  
**Sales Region:** Local

**Agency**  
**Name:** Larry John Wright  
**Buying Contact:** Lynne Sherrer  
**Billing Contact:** JR Wright  
 231 North Alma School Rd  
 Mesa, AZ 85201

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** No On 121  
**Demographic:** A35+  
**Product Codes:** Political-Issues  
**Priority:** IMP  
**Revenue Codes:** POL, PLI, POL LPL

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/31/12	20	\$11,450.00	\$9,732.50
11/01/12	11/05/12	12	\$8,350.00	\$7,097.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$11,450.00	\$9,732.50	0.00
November 2012	12	\$8,350.00	\$7,097.50	0.00
<b>Totals</b>	<b>32</b>	<b>\$19,800.00</b>	<b>\$16,830.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House KF			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
CBS5	30%	\$19,800.00
Market	100%	\$66,000.00

**Competitive Share**

Competitive Share	Share	Total
DPHO	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KAZT	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KMOH	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPNX	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	35%	\$23,100.00
KTFL	0%	\$0.00
KTVK	35%	\$23,100.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00

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CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPHO	10/25/12	10/26/12	M-F 6-630a M-F 6-630a	CM	M-F 6-630a ---TF--	:30	2	\$350.00	IMP	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$350.00		0.00			
N 2	KPHO	10/25/12	10/26/12	M-F 630-7a M-F 630-7a	CM	M-F 630-7a ---TF--	:30	2	\$350.00	IMP	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$350.00		0.00			
N 3	KPHO	10/24/12	10/26/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p --WTF--	:30	1	\$1,500.00	IMP	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				1	\$1,500.00		0.00			
N 4	KPHO	10/24/12	10/26/12	M-F 5-530am M-F 5-530am	CM	M-F 5-530a --WTF--	:30	1	\$500.00	IMP	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				1	\$500.00		0.00			
N 5	KPHO	10/25/12	10/26/12	M-F 530-6am M-F 530-6a	CM	M-F 530-6a ---TF--	:30	2	\$450.00	IMP	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$450.00		0.00			
N 6	KPHO	10/29/12	11/02/12	M-F 6-630a M-F 6-630a	CM	M-F 6-630a MTWTF--	:30	4	\$350.00	IMP	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				4	\$350.00		0.00			
N 7	KPHO	10/29/12	11/02/12	M-F 630-7a M-F 630-7a	CM	M-F 630-7a MTWTF--	:30	4	\$350.00	IMP	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				4	\$350.00		0.00			
N 8	KPHO	10/29/12	11/02/12	M-F 5PM News CBS 5 NEWS @ 5P	CM	M-F 5p-530p MTWTF--	:30	1	\$1,500.00	IMP	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				1	\$1,500.00		0.00			
N 9	KPHO	10/29/12	11/02/12	M-F 630PM News CBS 5 NEWS @ 630P	CM	M-F 630PM News MTWTF--	:30	1	\$1,700.00	IMP	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				1	\$1,700.00		0.00			
N 10	KPHO	10/29/12	11/02/12	M-F 5-530am M-F 5-530am	CM	M-F 5-530a MTWTF--	:30	2	\$500.00	IMP	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$500.00		0.00			
N 11	KPHO	10/29/12	11/02/12	M-F 530-6am M-F 530-6a	CM	M-F 530-6a MTWTF--	:30	5	\$450.00	IMP	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$450.00		0.00			
N 12	KPHO	11/05/12	11/05/12	M-F 6-630a M-F 6-630a	CM	M-F 6-630a M-----	:30	1	\$350.00	IMP	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$350.00		0.00			
N 13	KPHO	11/05/12	11/05/12	M-F 630-7a M-F 630-7a	CM	M-F 630-7a M-----	:30	1	\$350.00	IMP	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$350.00		0.00			
N 14	KPHO	11/05/12	11/05/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News M-----	:30	1	\$1,400.00	IMP	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,400.00		0.00			
N 15	KPHO	11/05/12	11/05/12		CM	M-F 5-530a M-----	:30	1	\$500.00	IMP	0.00	NM	1	\$500.00

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				M-F 5-530am										
				M-F 5-530am										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$500.00		0.00			
N 16	KPHO	11/05/12	11/05/12	M-F 530-6am	CM	M-F 530-6a								
				M-F 530-6a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$450.00		0.00			
N 17	KPHO	11/05/12	11/05/12	M-F 5PM News	CM	M-F 5p-530p								
				CBS 5 NEWS @ 5P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$1,500.00		0.00			
N 18	KPHO	11/05/12	11/05/12	M-F 630PM News	CM	M-F 630PM News								
				CBS 5 NEWS @ 630P										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$1,700.00		0.00			
												Totals	32	\$19,800.00
*Tax 1 Note: Tax 0.5%														

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">KPHO - CH5 - Phoenix</span>	<b>Date:</b> <span style="margin-left: 20px;">10/17/12</span>
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I, Jackson Wright  
do hereby request station time concerning the following issue:

Proposition 121

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: No On Prop 121

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

No on Prop 121

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 1 Day before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/17/12

Date

Signature

480-833-8111

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title